



It's easy to make excellent instant pictures with your Polaroid Clincher Land camera. To assure the best possible results each and every time, please read this book carefully before you take your first picture.

### Camera instructions

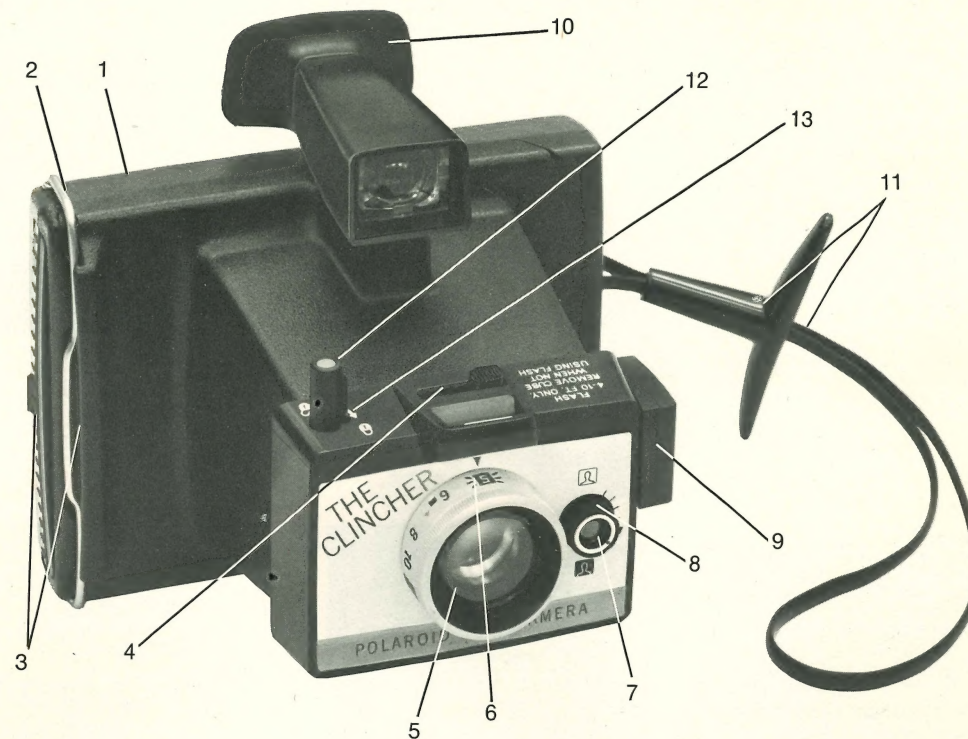
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**For assistance:** If you ever have a question about your camera or pictures, or if you ever believe your camera may need repair, call Customer Service... toll-free (see page 17). Often, we can help you use your camera again right away.



Please don't litter.

### The Clincher Land camera



1. Back door
2. Back door latch
3. Film tab slots
4. Film Selector
5. Lens (114mm., f/8.8, 3-element)
6. Distance Scale

7. Electric eye
8. Lighten/Darken control
9. Flashcube socket
10. Viewfinder
11. Wrist strap and T-handle
12. Shutter button

13. Shutter lock  
The shutter button should be locked whenever the camera is not in use. This will prevent accidental battery drainage. Rotate the button clockwise to lock it.  
The camera serial number is located inside the back door, near the hinge.



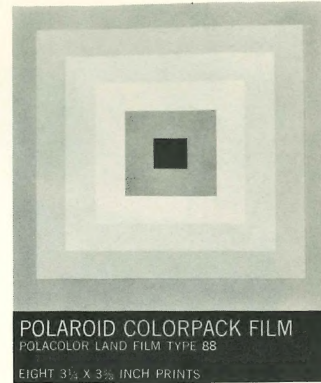
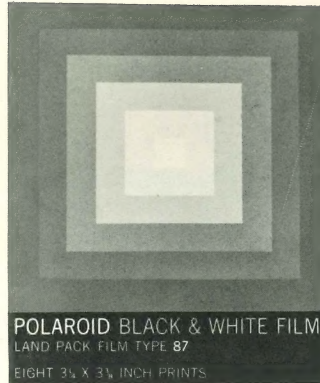
## Film, Flashcubes

### Film

The Clincher uses two square-format Polaroid Land film types:

- Type 87 black and white film.
- Type 88 color film.

Each film pack produces eight prints,  $3\frac{1}{4} \times 3\frac{3}{8}$  in. (approx. 8.3 x 8.6 cm).



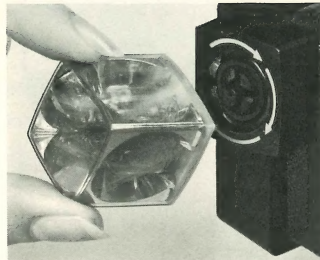
### Flashcubes

Use only regular flashcubes.

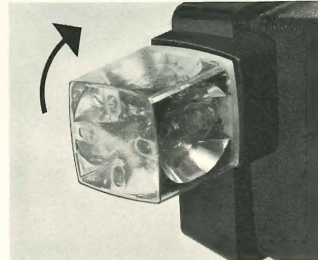
Do not use flash outdoors in daylight.

Never use flash in explosive atmospheres.

Never use flash closer to your subject than 4 ft.



For all indoor pictures, you must use flash. To insert a cube, hold it at a 45° angle and push it into the flashcube socket.



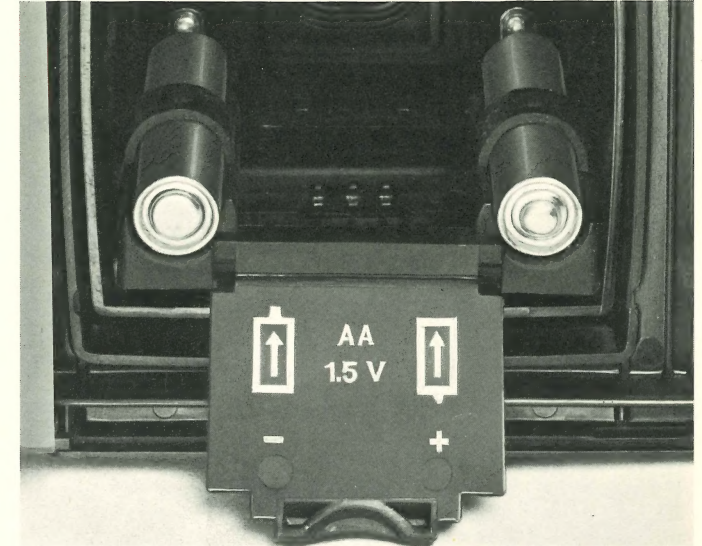
Wind the cube clockwise as far as it will go. If you use a partially-used cube, wind the cube as far as it will go, remove it and then reinsert it so that a fresh bulb faces front and a used bulb faces down.

## Batteries, Developer spreader

### Batteries

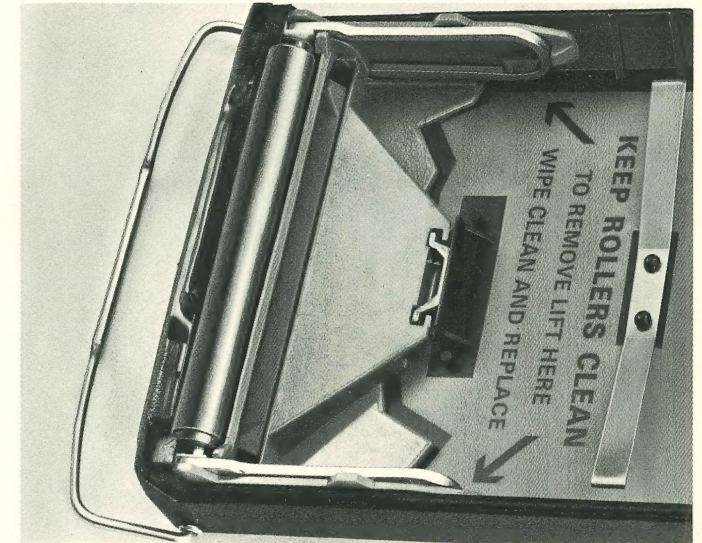
Your camera uses two, size AA, 1.5-volt batteries, which operate the automatic exposure system and fire the flash. These batteries must be fresh and installed correctly in order for you to get good pictures. Change the batteries at least yearly.

See page 21 for information about testing and changing the batteries.



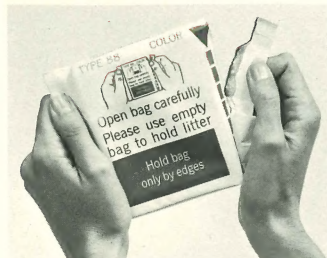
### Developer spreader

The developer spreader is a removable set of rollers located inside the camera back. The rollers must be kept clean at all times. See page 20.

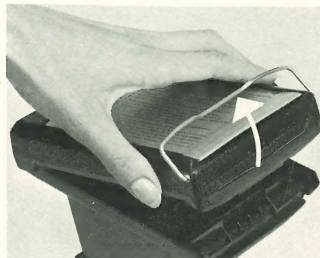




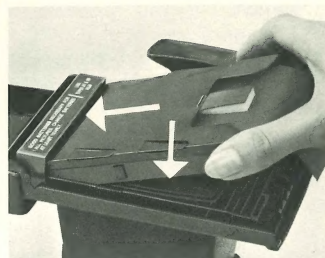
## How to load film



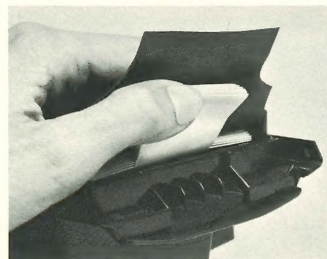
Always load your camera away from direct sunlight. Open the film package by tearing along one edge.



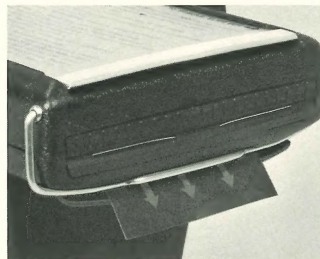
Unlock the camera back by raising the latch. Open the camera back all the way.



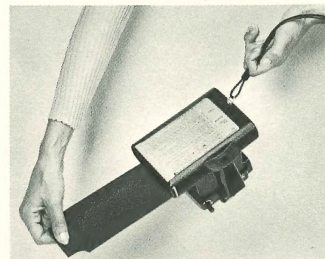
Push the pack into the camera so it snaps into place.



Check to be sure that no white tabs are caught between the film pack and the camera body by raising them slightly with your finger, as shown. Do not pull apart any of the white tabs.



Close and latch the camera back.

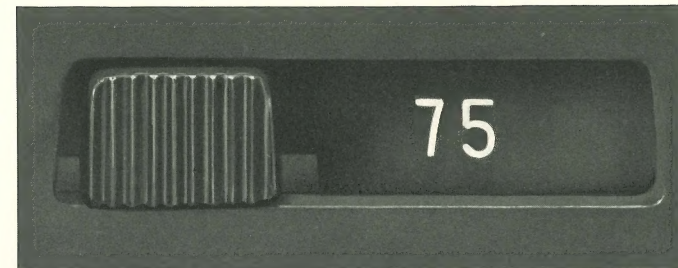


Hold the camera by the T-handle, as shown. Pull the black tab (safety cover) straight and all the way out of the camera.

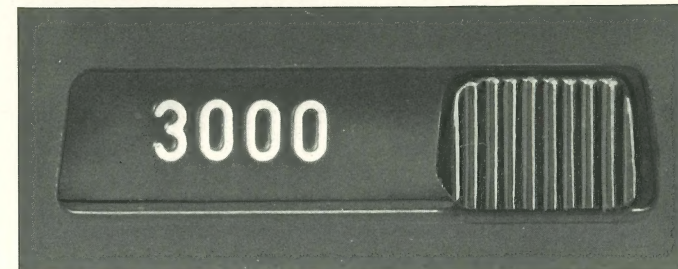
## Camera settings

### Film selector

When using color film, set it to 75.



When using black & white film, set it to 3000.



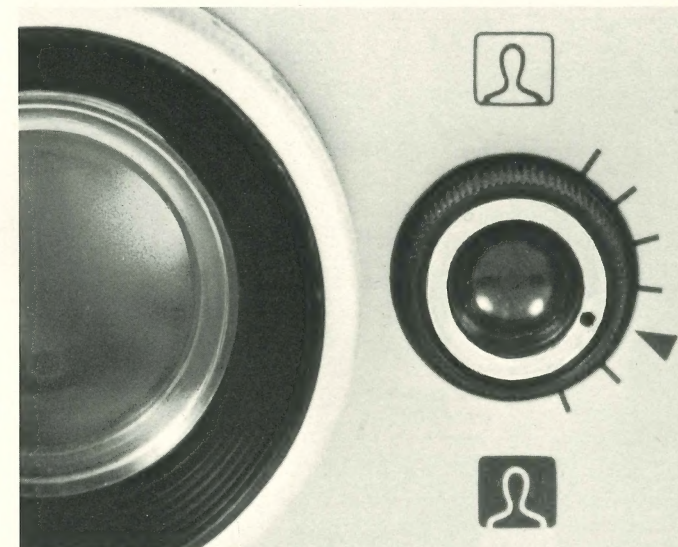
### Lighten/Darken control

For most pictures, set the Lighten/Darken control to the normal position, as shown.

To make an adjustment, rotate the small black dial.

The Lighten/Darken control can be used to adjust exposure to suit individual preferences and in special situations. For example, you may prefer that a picture of a certain subject be a little lighter or darker. As long as conditions remain constant, the L/D control will help you accomplish this. In cold weather, the L/D control must be adjusted when taking color pictures at certain temperatures (page 16).

Some color film packs carry special L/D setting instructions. Please follow them.





### Distance Scale

When using color film, you must set the Distance Scale to the distance between the camera and your subject.

When using black & white film, set it to  $\geq 5 \leq$  for all pictures except distant scenes; for those, set it to  $\infty$ .

The silver part of the scale indicates the flash range (4-10 ft.).

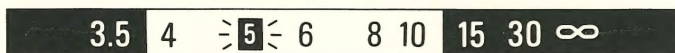
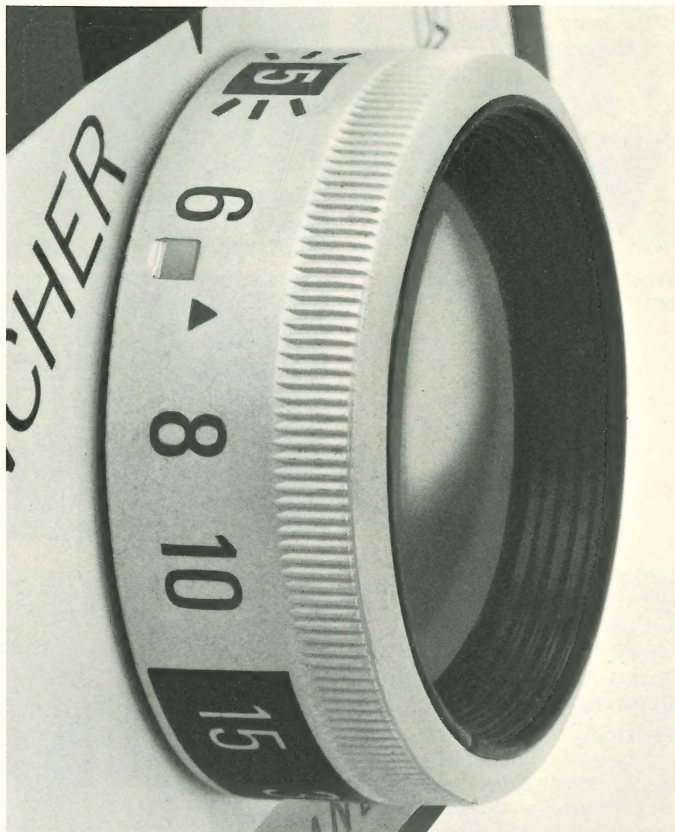
### The Color Spot



The Color Spot (red square in the viewfinder) can be used to place you 5 ft. from your subject — a good distance from which to shoot color pictures of people. (By using the Color Spot, you won't have to estimate or measure the distance to your subject in order to set the Distance Scale correctly.)

To use, set the Distance Scale to  $\geq 5 \leq$ . Aim the Color Spot at your subject's face. Move backward or forward until it covers your subject from the top of the head to the tip of the chin, as shown. Then, without changing the distance, reframe the picture (if necessary), and shoot.

For pictures of children, pets and objects, measure or estimate the distance; don't use the Color Spot.



The distance settings which appear on the Distance Scale are shown in the illustration above.

### Holding the camera

You must hold the camera steady for all pictures.

Get a firm grip with your left hand. Place your right thumb under the front of the camera, as shown.

To take a picture, press the shutter button smoothly and slowly with your right forefinger. Hold the button down for about one second, then let it up.





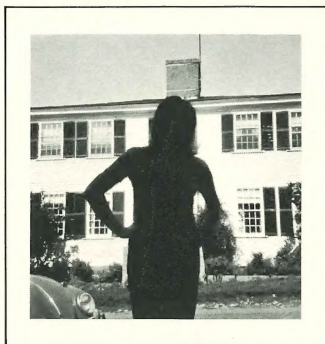
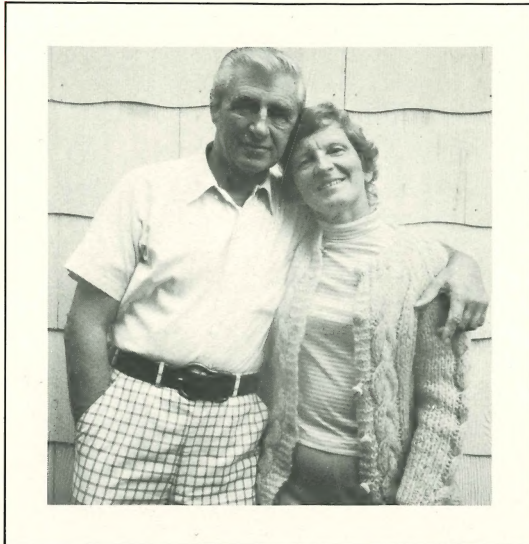
**For good daylight pictures, two important points to keep in mind:**

**1. Don't shoot into the light**

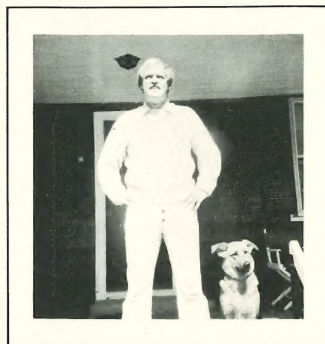
On sunny days, stand so the light comes from behind you or from the side. Don't shoot directly into the sunlight.

**2. Watch the background**

For most pictures, the light on your main subject and the light in the background should be about the same brightness. Uneven lighting may "fool" the camera's electric eye, and the result will be a picture in which your main subject is too light or too dark (see below).



If the light in the background is brighter than the light on the main subject, the electric eye will tend to set the exposure for the background, and your subject will be too dark in the picture.



If large areas of the background are much darker than your main subject, the electric eye will tend to set the exposure for the dark background, and your subject will be too light in the picture.

**For good flash pictures, three important points to keep in mind:**

**1. The background**

Always try to place your subject 2-3 ft. from a light-colored background. This will help you get the best overall exposure. (Exception: If the background is a white wall and you are 4-6 ft. from your subject, place your subject 3-4 ft. away from the wall.)

Avoid dark or distant backgrounds (see page 12), and reflective backgrounds, such as panelled walls and polished or shiny surfaces. Reflective backgrounds will cause a "hotspot" (reflection of the flash) in your pictures. If you have to shoot toward a reflective background, shoot at an angle.

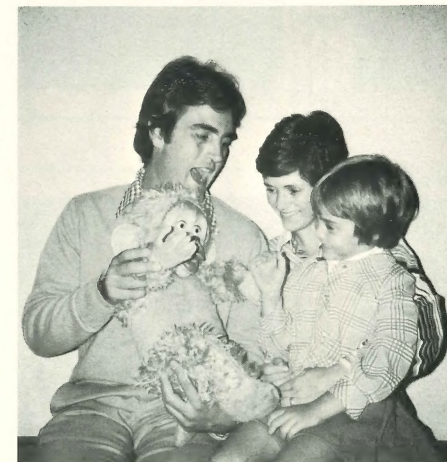
**2. The distance**

Stay within the flash range. Never get closer than 4 ft. or farther away than 10 ft.

In general, get in close to fill the picture area nicely. 5 ft., measured with the Color Spot (see page 8), is a good distance for pictures of 1-3 people.

**3. Arrangement of groups**

When photographing a group of people (or objects), each subject should be about the same distance from the camera. Then, they all will be lit evenly by the flash (see page 13).

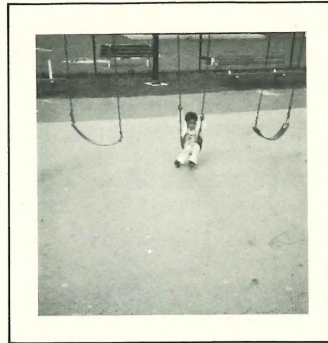
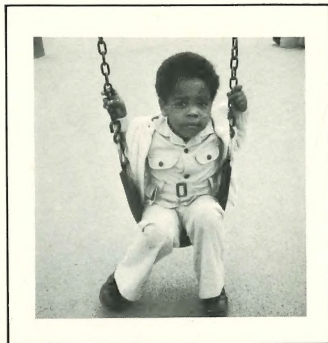




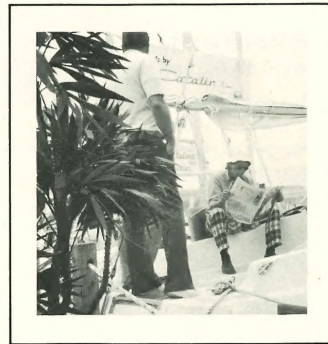
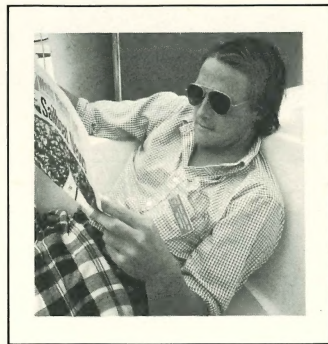
### Picture Hints

**For most pictures—especially of people—move in close.** Details and expressions will be clearer, sharper and, when using color film, brighter and more colorful.

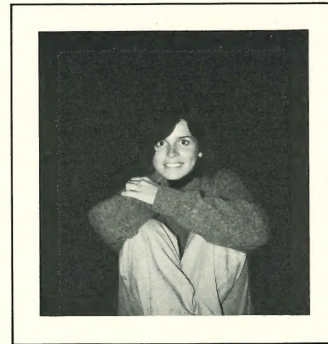
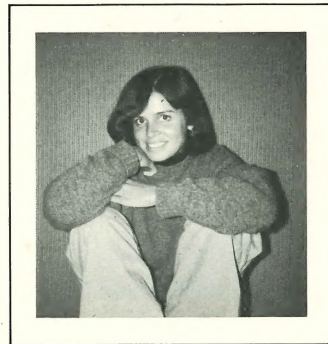
When using black & white film, you can take daylight pictures as close as 30 in. from your subject. (Set the Distance Scale to 3.5 for such pictures.)



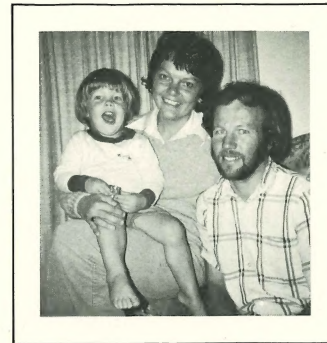
**Backgrounds should be simple and uncluttered.** Make your main subject the point of interest. Don't let distracting elements find their way into your pictures.



**For flash pictures, always try to place your subject close to a light-colored background.** A dark or distant background generally will give you poor results.

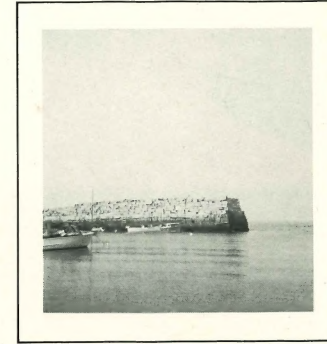
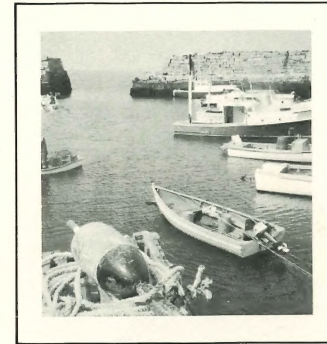


**For flash pictures of groups, make sure everyone is about the same distance from the camera.** And remember, the whole group must be within the flash range (4 to 10 ft.).



**Two rules for good scenic pictures:** Don't try to include too much, otherwise details will appear small and far away.

Try to include something in the foreground to add interest, depth or dimension.



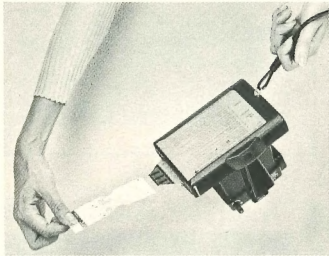
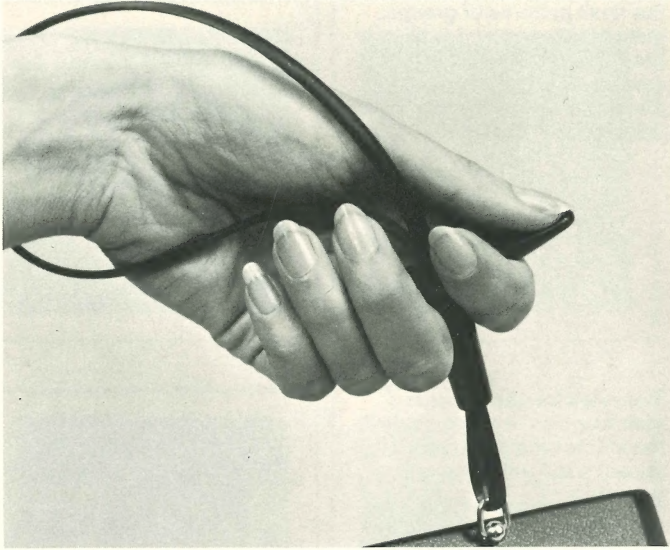
**Give your subjects something to do** so they are relaxed—not stiff and posed.



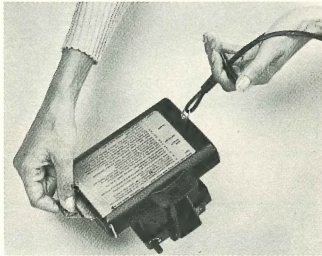


### How to develop a picture

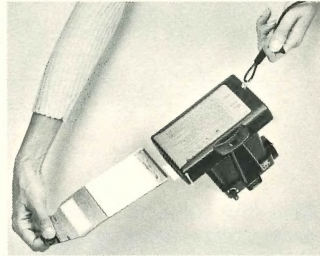
Always hold the camera so it swings freely by the T-handle. Do not grip the camera body.



Grip the white tab in the middle. Pull it straight and all the way out of the camera.



A yellow tab will appear. Grip the yellow tab in the middle. (If there's no yellow tab, turn to page 18.)



Pull the yellow tab straight and all the way out of the camera. Pull it at a steady, moderate speed.

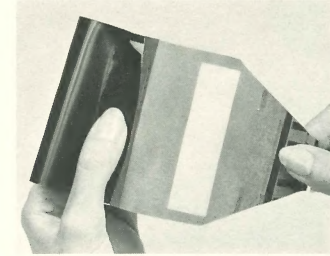
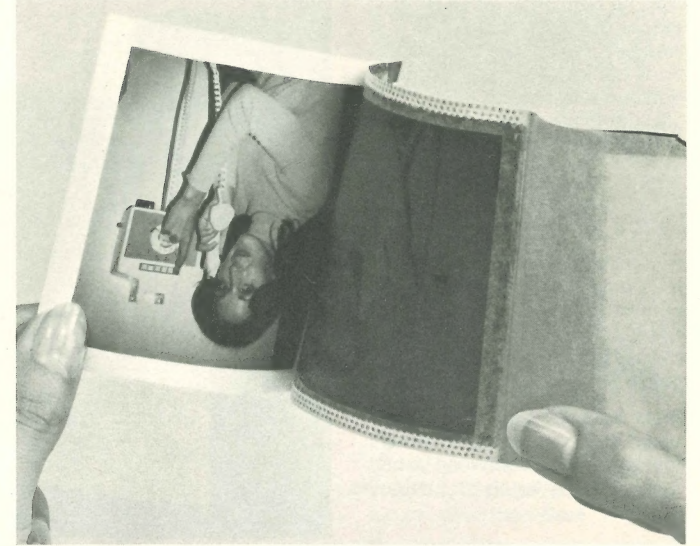
The picture is now developing. Begin timing development immediately.

Handle the developing picture by the yellow tab, or lay it down so it won't be moved about.

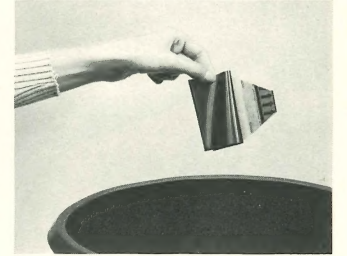
Develop the picture for the full time given in the instructions packed with the film you are using. Since development time is affected by temperature, it is important that you read those instructions carefully. (Also, see page 16.)

**After the full development time:** Peel away the negative from the print, starting at the end nearest the yellow tab as shown.

Don't touch the surface of a color print until it dries. If the print should curl, don't try to straighten it; it will flatten out by itself, in time.



To avoid touching the chemicals on the negative, fold it up, moist side in. See the CAUTION notice on page 22.



Please put the used negative in a wastebasket.



### Developing pictures in cold weather (using the Cold-Clip)

Special care must be taken to assure good results in cool weather. Please see the instructions packed with your film for detailed information.

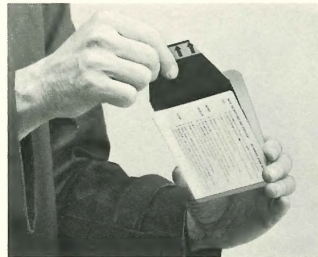
At temperatures below 65°F (18°C), color pictures must be developed in the Cold-Clip. Do not use the Cold-Clip for black & white pictures.

Before taking a picture, you must adjust the Lighten/Darken control (see page 7). At temperatures 55°-65°F, set it one mark toward Lighten; at temperatures below 55°F, move it two marks.

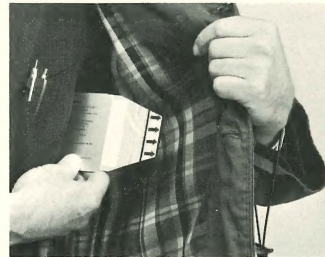
Slide the Cold-Clip off the back of the camera and warm it in an inside pocket or between your arm and body for about 5 minutes.



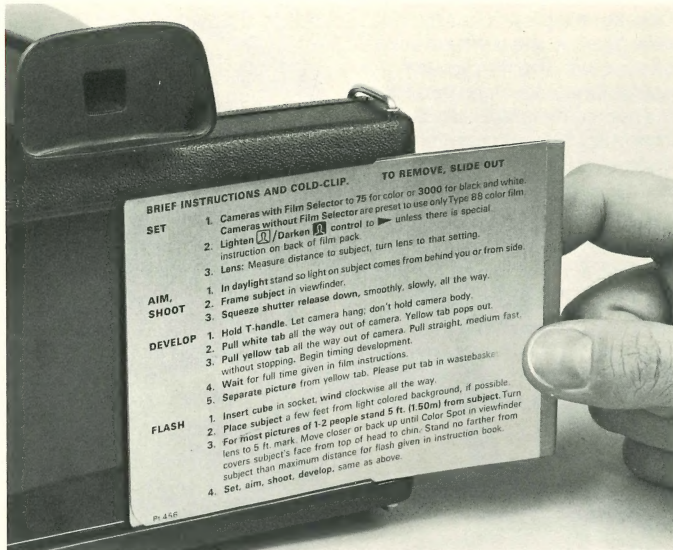
When you take a picture, have the warmed Cold-Clip ready...



... and immediately after pulling the yellow tab, place the developing picture into the Cold-Clip.



Put the Cold-Clip in a warm inside pocket or between your arm and body. Develop the picture for 60 seconds. See the CAUTION notice on page 22.



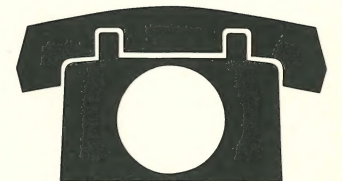
### Additional information

If you ever have a problem with your camera or film, you may be able to find a solution on the following pages. If not...

● Write to Customer Service at any one of the Polaroid Service Centers listed on page 23. When writing please describe the trouble you are having and indicate your camera model. If possible, include picture samples.

● Or, for immediate assistance or advice, call Customer Service, free of charge. From anywhere in the U.S.A. except Massachusetts, call toll-free 800-225-1384. From Massachusetts and Canada, call collect (617) 864-4568. You may call any weekday between 8 a.m. and 5 p.m., your local time.

Please do not send your camera in for repairs until you have contacted Customer Service. We may be able to help you use your camera again right away, without repair (see page 22).

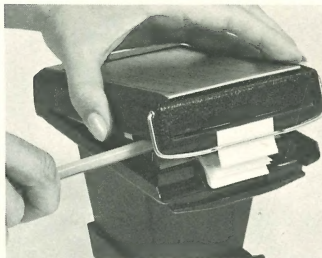




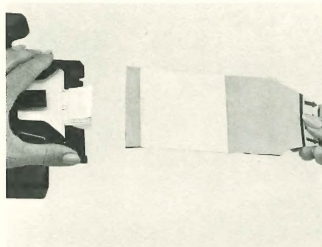
## Troubleshooting

### If no yellow tab pops out when you pull a white tab

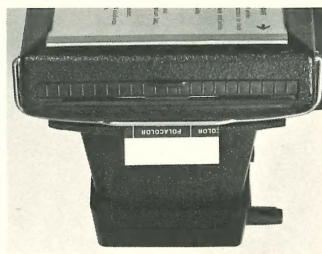
Do not pull another white tab. The yellow tab has jammed inside the camera and must be removed before you take another picture. This is the only remedy.



In dim light, slowly open the back of the camera, just enough at first so you can place a pencil or similar object on top of the film pack inside, to hold it in position. Then, open the camera back all the way.



Hold the pack in position; gently pull the yellow tab out of the camera and discard it. (Never try to feed the yellow tab through the rollers.)

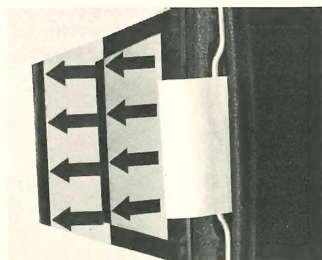


Check and clean the developer spreader (see page 20).

Unfold the top white tab, as shown, then close and latch the camera back.

### If two yellow tabs are visible in the tab slot at the same time

Do not open the camera.



Grip both yellow tabs and pull them out of the camera together.

Clean the developer spreader before taking another picture (see page 20).

## Picture faults and causes

### Black picture

Dead or incorrectly installed batteries (see page 21).

Moisture absorbing card (packed with some color film) was accidentally loaded into the camera.

Incorrect Film Selector setting — color film (see page 7).

Dead flashcube.

Using flash in daylight (see page 4).

Damaged shutter (camera may need repair — see page 22).

Missing (undeveloped) corner in picture; orange mark along edge (color only)

Yellow tab was pulled out of camera at an angle, instead of straight. Camera was not held by T-handle when tabs were pulled (see page 14).

### Fuzzy picture

Camera not held steady (see page 9).

Subject moved.

Incorrect focus. When using color film, camera Distance Scale not set to actual distance to subject (see page 8).

### White specks in picture

Very fast or very slow tab pulling (see page 14).

Repeated, evenly spaced spots across picture

Dirt on developer spreader (see page 20).

Color pictures with dull, weak colors; reddish tint

Development time too short (see film instructions).

Cold-Clip not used in cold weather (see page 16).

Color pictures with blue tint  
Development time too long (see film instructions).

Black & white pictures flat, gray, muddy-looking  
Development time too short (see film instructions).

### White picture

Black tab (safety cover) removed from film pack before loading (see page 6).

Partially used film pack removed from camera.

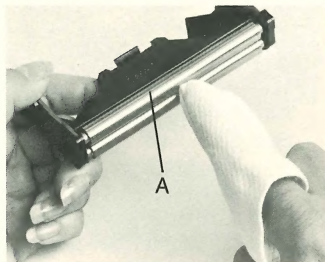
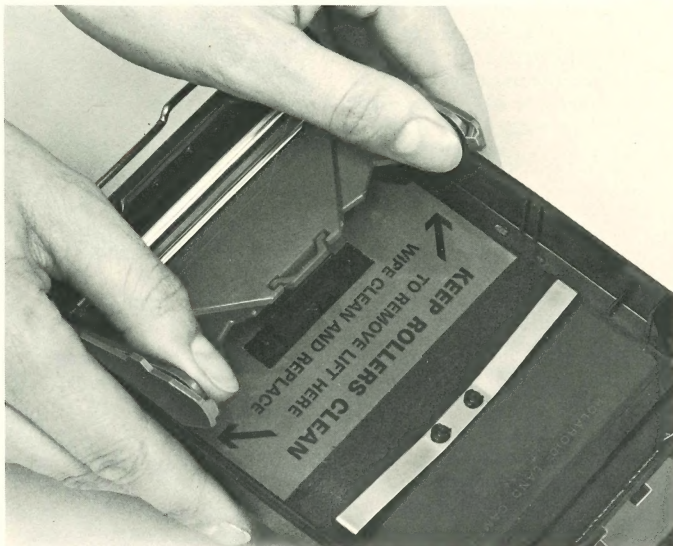
Incorrect Film Selector setting — black and white film (see page 7).



### You must keep the developer spreader clean

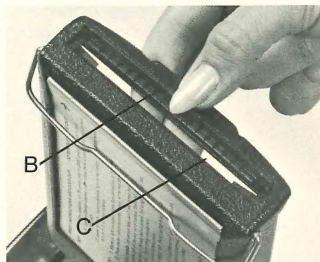
Each picture you develop passes through the rollers of the developer spreader. To prevent film jamming (page 18) and damaged pictures (page 19), you must keep the rollers clean. Inspect them frequently, if possible before loading each new pack of film.

**Here's how to clean the rollers:** Remove the developer spreader from the back of the camera by lifting the two metal loops together, as shown at the right.



Use a dry, lint-free cloth to clean both rollers. If any particles are difficult to remove, use a damp cloth. Do not submerge the rollers in water or scrape them with anything metallic, or with your fingernails.

Inspect and, if necessary, clean the slot (A) next to the top roller.



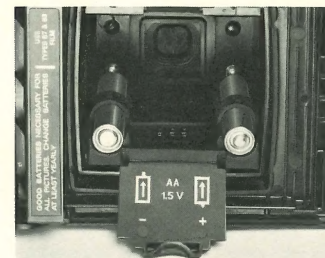
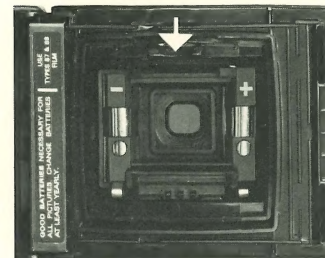
Clean the tab slot on the camera, too. Carefully open the narrow door (B) and clean the slot (C).

Keep the rollers clean

Change the batteries  
at least once a year

### Batteries

**To load or change the batteries:** Unlatch the battery holder inside the camera by pulling down on the fingergrasp (shown by arrow).



Install new batteries with the + and - terminals facing in the directions indicated.

Use size AA, 1.5-volt alkaline batteries.

### To test the batteries:

Without film or a flashcube in the camera, set the Film Selector to 75 and cover the electric eye with your finger. Aim the camera at the light (but not directly into the sun) or at a lighted lamp. Press and hold down the shutter button. You will hear a click. Then, remove your finger from the electric eye. If the batteries are OK, you should hear a second click.

### Care of your camera, film and pictures

#### Protect your film and camera from heat and high humidity

Extreme heat and high humidity can damage your film. Never leave film or a loaded camera in direct sunlight, or in a car in hot weather. If you store film or a loaded camera in a closet, keep it near the floor where it's cooler.

Don't remove film from its protective foil bag until you are ready to use it.

Rain, water and high humidity can damage your camera, so always keep it dry. Keep your camera in a case or bag when not in use. Continuous exposure to high humidity can cause corrosion-damage to your camera. If you live in or are planning to visit areas where humidity is constantly high, write or call Customer Service for advice on storing your camera and film (see page 17).

#### How to clean the lens

First, gently blow off any dust or dirt. Then, breathe on the lens to dampen the surface. Wipe it lightly with clean, dry absorbent cotton. Never use silicone-treated eyeglass tissue. Clean the viewfinder and electric eye in the same manner.

#### Care of your pictures

The best place to store and display your Polaroid pictures is in Polaroid Print Albums. See the instructions packed with your film for detailed information on handling and caring for pictures.



## Repairs, Warranty, Caution

### Repairs

Before you return a camera for repair, please contact Customer Service (see page 17) to discuss the trouble you are having. Picture problems are more often caused by incorrect use of the camera than by a defective camera. With a little advice, you may be able to use your camera again right away, without repair.

To return your camera for repair, you may either ask your dealer to handle the return for you or you may mail the camera yourself. Pack it carefully to assure safe travel (if you request it, we will send a preaddressed shipping carton to any point in the U.S.A.) and send it by **insured** parcel post mail. Address it to the nearest Polaroid Service Center. (See list on next page for Polaroid Service Center addresses and for information about Authorized Service Centers.)

Whichever method you select, be sure to include a note describing the nature of the problem or sample pictures which illustrate it.

If you are near a Service Center, it may be more convenient for you to bring the camera in, instead of mailing it.

### CAUTION

The Polaroid Land process uses a caustic jelly which is safely packed inside sealed containers within the metal-plastic pack. **If accidentally you should get some of this jelly on your skin, wipe it off immediately.** To avoid an alkali burn, wash the area with plenty of water as soon as possible. **It is particularly important to keep the jelly away from eyes and mouth.** Keep discarded materials out of reach of children and animals, and out of contact with clothing and furniture, as discarded materials still contain some jelly.

### Warranty

If this camera proves defective within one year of original purchase date, we will repair or, at our option, replace it free of charge. We will make no charges for labor, service and parts.

For cameras returned to us from inside the U.S.A. we will refund an amount approximately equal to the mailing cost of incoming insured parcel post, when we send back the repaired camera; we will also supply one pack of free film.

The warranty does not cover damage caused by accident, misuse, or tampering with the camera. A charge will be made for such repairs.

To take advantage of the above warranty, the camera must be returned to and repaired by a Polaroid Service Center or an Authorized Service Center (list available on request). For return instructions, see left.

## Polaroid Service Centers and Offices

### California

Polaroid Corporation  
875 Stanton Road  
Burlingame 94010  
Telephone: (415) 692-1027  
Polaroid Corporation  
2040 E. Maple Avenue  
El Segundo 90245  
Telephone: (213) 322-6206

### Georgia

Polaroid Corporation  
3720 Browns Mill Road, S.E.  
Atlanta 30315  
Telephone: (404) 762-1711

### Hawaii

Polaroid Corporation  
Suite 153  
841 Bishop Street  
Honolulu 96813  
Telephone: (808) 524-3911

### Illinois

Polaroid Corporation  
2020 Swift Drive  
Oak Brook 60521  
Telephone: (312) 654-5252

### Massachusetts

Polaroid Corporation  
89 Second Avenue  
Waltham 02154  
Telephone: (617) 890-7000,  
ext. 2924

### New Jersey

Polaroid Corporation  
P.O. Box 607  
W-95 Century Road  
Paramus 07652  
Telephone: (201) 265-6900

### Ohio

Polaroid Corporation  
4640 Manufacturing Road  
Cleveland 44135  
Telephone: (216) 267-7600

### Texas

Polaroid Corporation  
9029 Governors Row  
Dallas 75247  
Telephone: (214) 631-9500

### Puerto Rico

Polaroid of Puerto Rico, Inc.  
Charlyn Industrial Park  
Road 190, Km 1.7  
Carolina 00630  
Telephone: (809) 768-1119  
Mailing Address:  
P.O. Box 2032  
Carolina 00630

### Australia

Polaroid Australia Pty. Ltd.  
2-12 Smail Street  
Ultimo, N.S.W. 2007  
Mailing Address:  
P.O. Box 335  
Broadway, N.S.W. 2007

### Austria

Polaroid Ges.m.b.H.  
Postfach 349  
Kegelgasse 27  
1031 Wien

### Belgium

Polaroid (Belgium) S.A.-N.V.  
Rue Colonel Bourg 113  
1140 Bruxelles-Brussel

### Brazil

Polaroid do Brasil Ltda.  
Rua Almirante Marques  
Leão 408  
São Paulo 01330, S.P.  
Mailing address:  
CAIXA POSTAL 2908  
São Paulo 01000, S.P.

### Canada

Polaroid Corporation  
of Canada, Limited  
350 Carlingview Drive  
Rexdale, Ontario M9W 5G6  
Telephone: (416) 677-3680  
Western Camera Service Ltd.\*  
1855 4th Avenue  
Vancouver, B.C. V6J 1M4  
Telephone: (604) 736-7766

### Denmark

Polaroid A.S.  
Blokken 38  
3460 Birkerød

### France

Polaroid (France) S.A.  
Office:  
57, rue de Villiers  
92202 Neuilly  
Repairs:  
1, rue Ambroise Croizat  
95100-Z.I. Argenteuil

### Germany

Polaroid GmbH  
Königsbacher Strasse 15-21  
6 Frankfurt 73  
Great Britain  
Polaroid (U.K.) Ltd.  
Ashley Road  
St. Albans  
Hertfordshire AL1 5PR

### Hong Kong

Polaroid (Far East) Limited  
12th Fl. Block "B"  
Watson's Estate  
8 Watson Road, North Point

### Italy

Polaroid (Italia) S.p.A.  
Via Piave 11  
21050-Arcisate (Varese)

### Japan

Nippon Polaroid  
Kabushiki Kaisha  
Mori Bldg. No. 6  
32, Nishikubo Tomoe-cho  
Shiba, Minato-ku  
Tokyo

### Mexico

Michelmex S.A.\*  
Apartado Postal 6-952  
Mexico 6 D.F.

### The Netherlands

Polaroid (Europa) B.V.  
Verkoopkantoor Nederland  
Maassluisstraat 256-258  
Amsterdam-W III  
Repairs:  
Parallelweg 37b  
Enschede

### New Zealand

Polaroid New Zealand Ltd.  
Augustus House  
15 Augustus Terrace  
Parnell, Auckland 1  
Mailing address:  
P.O. Box 37-046  
Parnell, Auckland 1

### Norway

Polaroid (Norge) A/S  
Industriveien 8B  
Postboks 80  
1473 Skårer

### Panama

Polaroid Interamerican, S.A.  
P.O. Box 2167  
Colon Free Zone

### South Africa

Frank & Hirsch (Pty). Ltd.\*  
P.O. Box 1803  
Bree and Nugget Streets  
Johannesburg

### Sweden

Polaroid AB  
Bredholmsgatan 10  
127 21 Skärholmen  
Mailing address:  
Box 20  
127 21 Skärholmen

### Switzerland

Polaroid A.G.  
Hardturmstrasse 175  
8037 Zürich

\*Polaroid Authorized Service Centers

### Additional Service Centers:

Besides Polaroid's own Service Centers listed here, there are several Authorized Service Centers in the U.S.A. and Canada. To locate the one closest to you, write to the nearest Polaroid Service Center or to Customer Service, Polaroid Corporation, Cambridge, Mass. 02139. Or, call Customer Service toll-free at 800-225-1384 from anywhere in the U.S.A. except Massachusetts. From within Massachusetts, and from Canada, you may call collect at (617) 864-4568.



